

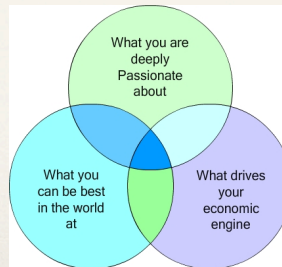
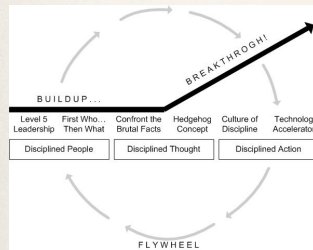
# Welcome

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- ✦ Overview / Agenda
- ✦ Introductions



# Where it Began...



#1 BESTSELLER  
THREE MILLION COPIES SOLD

Why Some Companies  
Make the Leap...  
and Others Don't

# GOOD TO GREAT

**JIM COLLINS**

Coauthor of the bestselling  
*BUILT TO LAST*



# Understanding our District

Demographics

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Race/Ethnicity		
American Indian or Alaska Native	4	0.09%
Asian	71	1.52%
Black or African American	781	16.71%
Hispanic/Latino	251	5.37%
Native Hawaiian or other Pacific Islander	7	0.15%
Two or more races	393	8.41%
White	3166	67.75%
Total	4673	100.00%
SES		
Free/Reduced	2991	64.01%
Paid	1682	35.99%
Total	4673	100.00%



Vision

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# Building Capacity through the Merging of Disciplines

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**Digital Curriculum Development Team:**

Language Arts Teacher  
Mathematics Teacher  
Science Teacher  
Social Studies Teacher  
IT Specialist (Evolved to Entire IT Team)

**Teacher Leaders:**

Four per building

**Teachers:**

Pioneers  
First Responders  
Gentle Pressure

**Simultaneous Leadership Thread:**

District Level  
Building Level



## Phase I: Lay Groundwork

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### **Phase I:**

- 1) Administrators' Professional Learning
- 2) Hire the Multi-Discipline Team (Design Team)
- 3) Educate/Train the Core Team
- 4) Hire Expanded Team
- 5) Build Common Vision/Mission Among Expanded Team
- 6) Develop Capacity of Expanded Team
- 7) Develop Basic Technology Capacity of All Teachers
- 8) Develop "Platform-Neutral" Transformative Lesson
- 9) Field Test a Wide Variety of Equipment
- 10) Research and Update Infrastructure
- 11) Work with Dept. of Ed. On Bandwidth Limitations
- 12) Articulate Vision to Vendors
- 13) Select the Tool



## Phase II: Prep for Macs

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### Phase II

- 1) Order Mac Pros for Each 5 – 12 Teacher
- 2) Develop and Test a Functional Image
- 3) Order and Install Decided Upon Infrastructure
- 4) Design Professional Development – In-House vs. Vendor Supplied
- 5) Five Day Summer Academy
- 6) Full Summer of Open Lab
- 7) One Month of School with Teacher Machines





# Phase III: Now!

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## **Phase III**

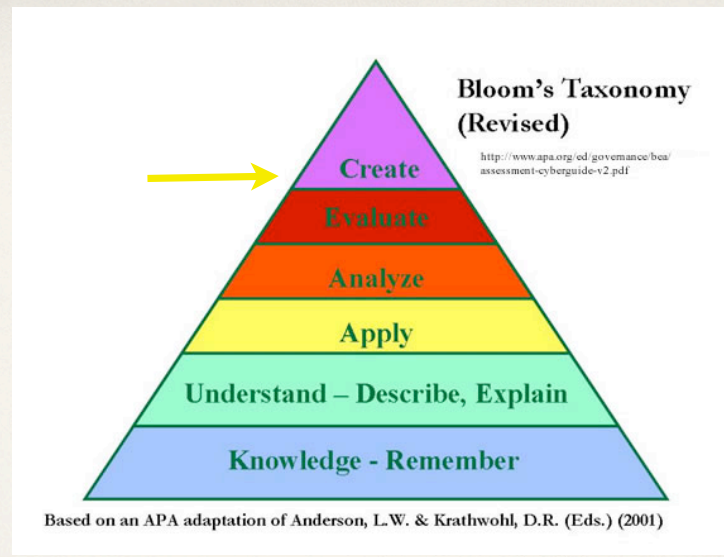
- 1) Receive and unbox machines
- 2) Prepare classroom deployment sets
- 3) Setup and Deploy Image
- 4) Plan/Implement Deployment Day Training
- 5) Set up Help Desks
- 6) Plan/Implement School-Level Job-Embedded training
- 7) Firefighting!





MB Air: Why?

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Where do we want students to be?

Potential Educational Benefit

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# Form Factor Matters

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Versatility

Portability

Weight

Feedback



# Instant ON

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Instructional minutes

Classroom management

Societal expectation





AN INTRODUCTION  
TO YOUR MAC

US

THEM

OPS



and





What's next?

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